REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	23 March 2004
Name of applicant/court:	Secretary for Internal Affairs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Playboy July 2003
Other Known Title(s):	Playboy Vol.50, No.7 - July 2003
Director(s):	Not Applicable
Producer(s):	Not Applicable
Publisher:	James N. Dimonekas
Author(s):	Not Applicable
Format:	Magazine
Country of Origin:	USA
Language(s):	English

Components of film originally examined: Not Applicable.

Feature:	Running Time:
Trailers:	Running Time:
	Total Running Time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

Display Conditions:

That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept.

and

That the publication must be publicly displayed only in a sealed package.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine *Playboy July 2003* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

The publication is a glossy, colour magazine with a broad range of written and pictorial content, likely to appeal predominantly to an adult male readership. The magazine contains sexualised nudity and sexual references that have the combined effect of objectifying women generally. The magazine also has an article on drug use that assumes readers have the maturity and experience to make informed decisions about their own drug taking.

A restriction on the availability of the publication to people 16 years and over is considered sufficient to prevent injury to the public good resulting from the publication's sexual content and references to drug use.

OFLC No: 301705